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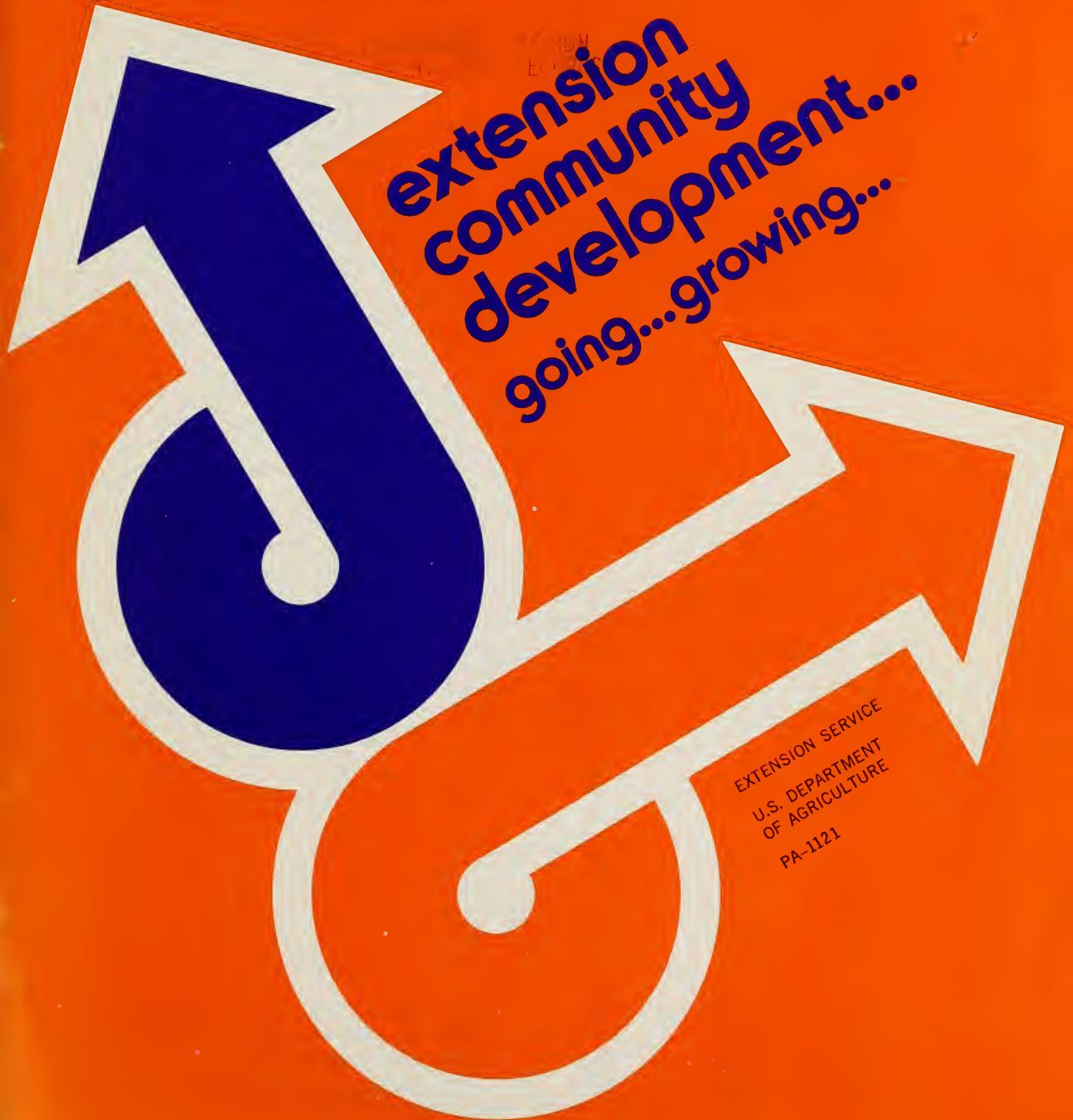
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extension
community
development...
going...growing...



EXTENSION SERVICE
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extension community development... going...growing...

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Rural Development Information

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Extension Community Development is GOING . . . GROWING . . . as it helps people improve the communities where they live and work.

Extension brings its programs to these local people by assisting with problems and opportunities needing community consideration and group decision.

This work is done in many ways—by community surveys and studies, workshops, conferences and meetings, and by working with the media through news articles, publications and audiovisual presentations.

Extension devoted more than 1,500 staff years to community development in fiscal year 1974, an increase of 250 staff years, or 19 percent, over fiscal year 1973. The Extension assistance is greatest in organization and leadership development and

comprehensive planning (fig. 1). Greatest percentage increases from FY 73 to FY 74 were in manpower development and comprehensive planning (fig. 2).

Of the total of 1,574 staff years of Extension assistance in FY 74, about half was delivered by Extension staff whose main work is community development. The other half is accounted for by Extension people who have other specialities, but who spend part of their time to help improve communities through education (fig. 3).

The major community problem areas Extension is focusing on are: leadership, comprehensive planning, community services and facilities, housing, health, manpower development and job training, recreation, industry, environment, and local government.

Figure 1. Major Community Problem Areas for which Extension Provided Assistance in Fiscal Year 1974

Program Emphasis	Different Projects Assisted	Surveys, Studies Made	Meetings Conducted	Staff Years Expended
Organization and Leadership				
Development	10,517	1,962	16,142	424
Comprehensive Planning	4,849	913	4,694	221
Water, Sewer and Solid Waste Disposal				
Waste Disposal	5,780	1,216	3,426	98
Housing	3,728	543	4,315	156
Health and Welfare	4,748	997	5,415	125
Manpower Development	1,998	581	1,508	77
Recreation and Tourism	4,223	780	3,365	104
Environmental Improvement	6,002	775	6,880	163
Business and Industrial Development				
Development	2,398	633	825	68
Taxation and Local Government ..	2,794	213	2,467	59
Other Community Development ..	3,078	1,096	3,503	79
TOTAL	50,115	9,709	52,540	1,574

Figure 2. Staff Years of Extension Community Development Assistance Provided by Program Emphasis, Fiscal Year 1973 and Fiscal Year 1974

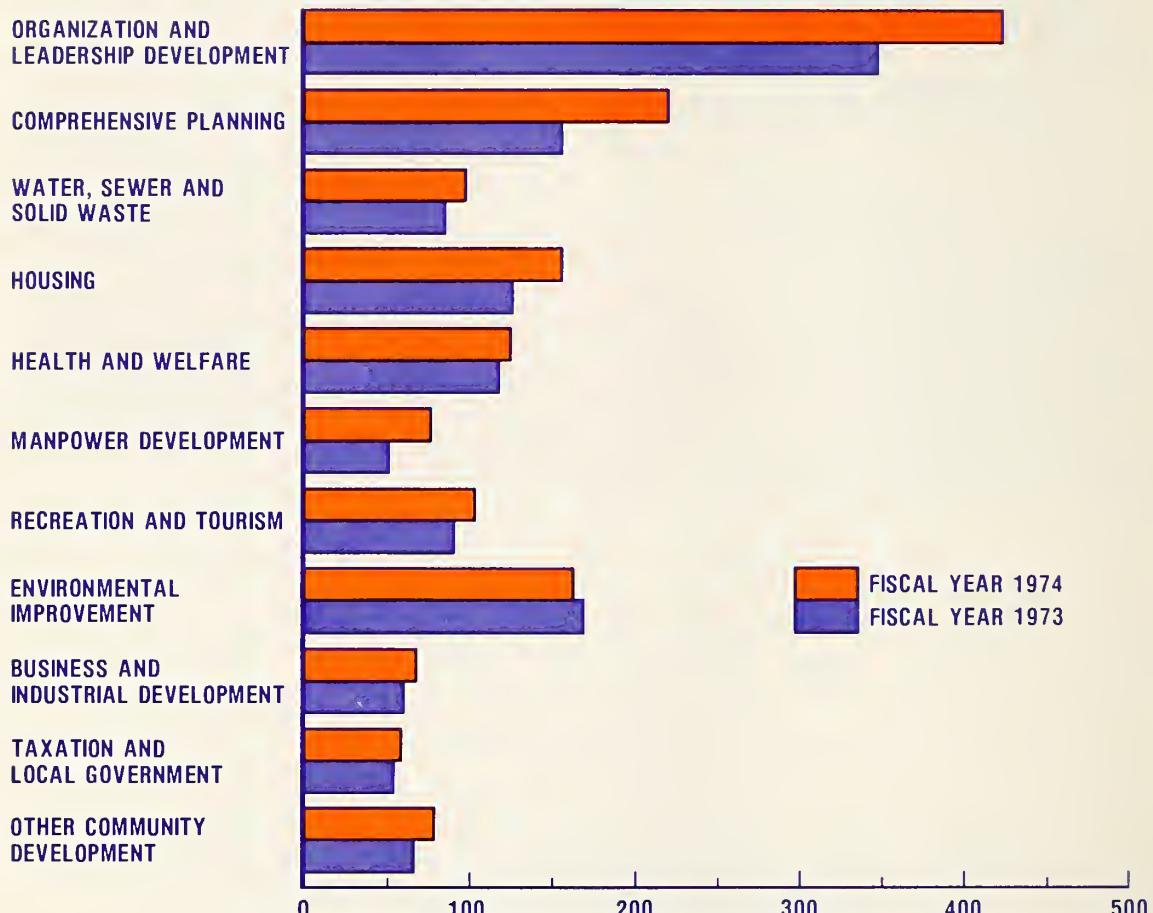


Figure 3. Staff Years of Extension Community Development Assistance Provided per State in Fiscal Year 1974 by Region

NORTHEAST

Connecticut	6.0
Delaware	3.0
Maine	8.8
Maryland	55.6
Massachusetts	12.4
New Hampshire	6.7
New Jersey	2.9
New York	34.8
Pennsylvania	42.3
Rhode Island	2.2
Vermont	6.4
West Virginia	34.2
Region	215.2

NORTH CENTRAL

Illinois	19.5
Indiana	29.2
Iowa	36.1
Kansas	23.2
Michigan	40.0
Minnesota	8.0
Missouri	42.3
Nebraska	37.8
North Dakota	7.2
Ohio	32.1
South Dakota	13.4
Wisconsin	67.3
Region	356.1

SOUTHERN

Alabama	52.0
Arkansas	35.0
Florida	92.2
Georgia	30.0
Kentucky	34.9
Louisiana	38.1
Mississippi	60.4
North Carolina	59.3
Oklahoma	32.2
Puerto Rico	17.1
South Carolina	16.2
Tennessee	32.0
Texas	158.5
Virginia	53.0
Virgin Islands	3.6
Region	714.5

WESTERN

Alaska	3.0
Arizona	9.6
California	65.4
Colorado	30.9
Hawaii	6.5
Idaho	17.7
Montana	31.8
Nevada	5.0
New Mexico	17.9
Oregon	61.2
Utah	7.4
Washington	19.7
Wyoming	12.2
Region	288.3

All Regions 1,574.2

EXTENSION REGIONS





Organized Leadership Gets the Job Done

Extension plays an important role in community organization and leadership development. Getting people together to talk about community problems or opportunities and to discuss alternatives is a vital first step in community development. This takes effective leadership. There may be born leaders, but leadership roles can also be taught and learned.

Leaders want to keep communications lines open among community groups. With open communications, community problems can then be confronted effectively. Broad participation enables citizens to set goals and solve problems through their own initiative. They achieve development by consensus rather than conflict.

In one Maryland community, 28 local volunteer leaders developed skills in group dynamics, program planning, and problem solving through Extension education. With better skilled people to lead them, five local organizations started citizenship education and childhood development programs. They also developed an internal communications system for a private nonprofit development corporation and improved a credit union.

In two other states, problems of old and young people are being worked out with Extension assistance. In South Dakota, Extension workers organized senior citizen groups in each town in the county. These groups worked out plans to assist the county in helping elderly people remain in their homes.

In 1 year, four young people committed suicide in a small Arizona community. A concerned parent asked the Extension community development specialist for help. Previous citizen efforts to focus attention on community youth problems had failed. Two hours of training in group dynamics and group organization led to a community

meeting of 110 people. They left the meeting with plans to involve their youth in community activities.



Planning for All the People

Comprehensive planning calls for total community participation if it is to meet the needs of all people. A plan for new traffic patterns, however scientific, is no good if it isn't the plan people want. Extension provides leadership in many areas of comprehensive planning, ranging from land use planning to subdivision zoning to health and educational planning. Extension works along with local and regional planning commissions and districts. These comprehensive meetings often offer citizens and planners an opportunity to meet face-to-face.

It's no accident that 94 percent of Vermont's population is being served by regional planning. Vermont has no law requiring towns to belong to regional commissions. But Extension staff organizational effort over the years has helped bring about the voluntary liaisons. This effort continues with only a few towns not yet participating in regional planning.

Faced with high unemployment, six Nevada counties were designated eligible for Economic Development Administration (EDA) assistance. Extension has been helping people in these counties evaluate their economic potential and write up plans based on their future outlook. Extension is keeping Overall Economic Development Plans current for one county and most Indian reservations and colonies. Extension is also involved in applying to EDA for a five-county Economic Development District, helping other counties with comprehensive plans, and aiding Resource Conservation and Development (RC&D) projects.



Attractive Communities Through Better Facilities

All kinds of community services and facilities — including functional water, sewer and solid waste disposal systems — are crucial to community development. If the water isn't clear and waste products pile up, industry isn't attracted to the area. What's more, people in the community may be unhealthy and unhappy. Good water, sewer and waste systems often flow from years of patient planning and working by local groups, such as county development councils.

Extension workers made major contributions in thousands of communities in nearly every state in organizing and planning ways to deal with sewer, water and waste, and other community problems in 1973-74.

For example, in Kentucky, the statistics were: 18 new water systems, 49 expansions; 14 communities assisted with preparation for new sewage disposal systems, 16 planned expansions; assistance to local governments in developing 17 new landfills, 26 expansions. Also 21 communities were aided with new street projects, plus park development and expansion, new and improved playgrounds, new and better libraries, school plans, hospitals, extended care facilities, senior citizen homes and housing projects.



Good Housing — a Better Place to Live

People often think housing is an individual problem, involving only the owner, or the landlord and tenant. But housing, too, is a community concern. Sound, live-

able housing can mean much to a community's healthy growth and improvement. Often, only community action can lead to adequate housing for low-income people. Extension studies the current housing problems, then helps set up local, regional, or state organizations to solve them.

Sometimes this involves reaching "new audiences." Seeing the need for increased local and private input into solving housing problems, Wisconsin and Oregon Extension Services are working with "non-traditional" audiences, including builders, lenders, planners, realtors, and housing project managers.

In Florida, an Extension effort to identify housing needs in one county led to establishing a county housing advisory committee. This committee's work, in turn, led to formation of a housing regulatory board and a housing authority to work on low-income housing needs.



A Concern for Well-Being

A community's health and welfare systems are important to all its citizens. Extension has two kinds of health education programs: (1) personal health—aimed at individual and family health maintenance and disease prevention, and (2) community health—aimed at sensible distribution of community health services.

In Pennsylvania, federal and state regulations require that persons trained in first aid be available to assist migrant laborers. Five Extension-sponsored classes resulted in 78 fruit growers or their employees being certified to treat medical emergencies of these laborers.

Extension has provided much of the driving force in adding public health nurses to several Kansas and Iowa counties. In Delaware, Extension provides training in child care to day-care-center

workers. As a first step in eventual elimination of overlap in health-related programs and services in Texas, Extension has worked with the regional medical program in conducting a study. This study found that 1,040 separate programs of 117 different agencies address the health problems in 221 rural Texas counties.

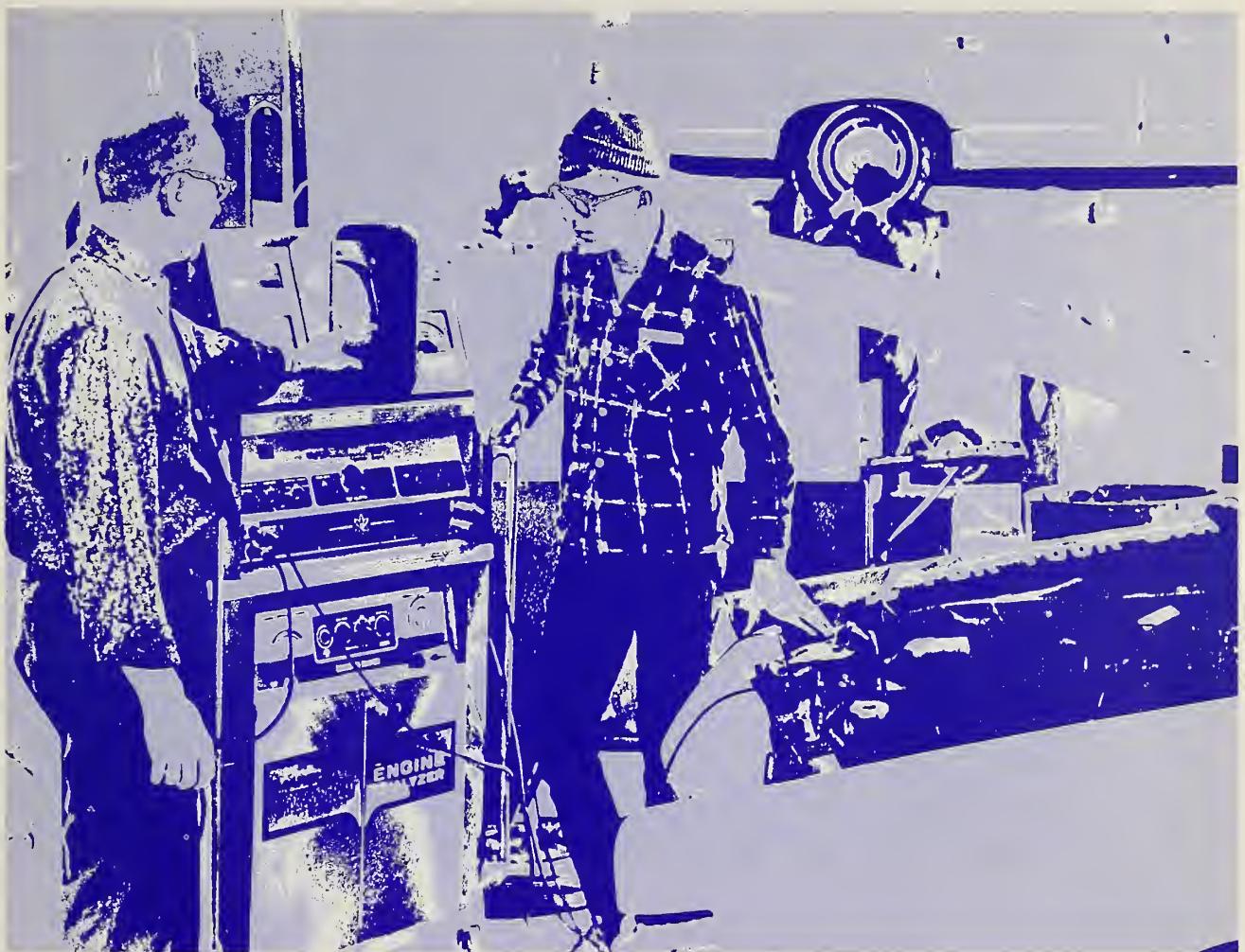


The Right Person for the Job

Modern business, industry, agriculture, and community services need skilled workers. That's why Extension is also helping communities with manpower development and job training programs. These programs are aimed at upgrading employment skills or overcoming skilled and semi-skilled labor shortages in communities. In several states, Extension administrators are members of governors' manpower planning councils. Many more county and area Extension personnel serve on local manpower advisory councils.

In 13 states, Extension staff work with state employment services in demonstration manpower projects called Operation Hitchhike. Through interagency cooperation and coordination, Extension manpower agents are showing that employment services can be effectively provided in rural areas.

Extension manpower (Hitchhike) agents in a four-county area in Oregon initiated and organized a course on operation of irrigation equipment. As a result of the training all the students got jobs and the course will continue on an annual basis. Elsewhere in the state, a survey of future labor needs was made, with the idea of developing training programs in advance to meet these needs.



Creative Use of Leisure Time

Americans are changing their "attitude toward play." Creative use of leisure time is becoming an important part of living. Communities should decide collectively what kinds of recreation, tourism facilities and other leisure-time activities they will offer residents and tourists. During fiscal year 1974, Extension community development workers faced two problems while working with communities on recreation and tourism planning—energy and im-



pending recession. They had to help people see what effect the energy situation would have on recreation demand and what recession would trim from their recreation budgets.

The opening of an area park in Missouri in the spring of 1974 was a "dream come true" for the local people. A park board was appointed by the town in April, 1971. From the beginning, it was a community project with an Extension community development specialist in the area and state Extension staff working with people every step of the way. The 29-acre park adjoining the school grounds is now well equipped for many kinds of recreation. A full schedule of summer recreation programs began almost immediately and the school will also use the park during the school year. More facilities for other types of recreation are also planned.



Working Toward an Improved Environment

Energy-related problems also affect the environment. We have enough coal for centuries, but coal mining can spoil the land. Nuclear energy may generate most of our electricity in the future, but nuclear power plants also pose environmental problems. With increased awareness of energy-related and land-use problems, as well as new environmental requirements, Extension continues to take the lead in conducting educational programs emphasizing environmental quality.

In New Jersey, troublesome gases from landfills were seeping into the air, causing

bad odors and threatening safety and health. The Extension Service there started a program to inform citizens of the hazards of these gases and how to deal with them. Publications were distributed and articles carried in a newsletter *Air Pollution Notes*. Extension also worked with specific groups—landfill managers, lawyers representing people concerned with the problem, solid waste management people and concerned people who could be affected by the gases.

Twenty trailer loads of junk cars have disappeared from the landscape in one West Virginia county because of Extension efforts. An Extension agent invited a former native to return and start a junk car collection business. Extension home-maker clubs, 4-H clubs, and other local organizations secured owner-release forms for the cars through the Extension office. The campaign has netted 1,680 cars from an area less than one-fourth the size of the county. Similar projects in two other counties resulted in the collection and crushing of 530 old cars.



More Industry for Rural America

Some communities figure they're large enough now. But many rural communities—faced with a shrinking population and continual out-migration—would like more jobs for local people. Rural America is doing well in attracting industry. Extension assistance to existing or new industries and businesses includes solving managerial, technical, personnel, fiscal and other problems that may hamper their growth.

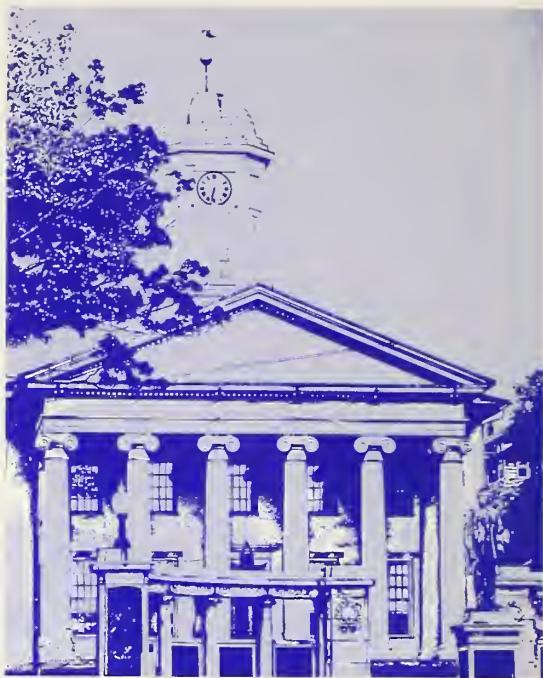
More than 250 community leaders from throughout New Mexico explored possibilities for rural economic development at a statewide conference coordinated by Extension. All ethnic and minority groups were represented. In another economic development seminar, 100 bankers, business-



men and industrial leaders from New Mexico, Texas, and Mexico learned about revenue bonds, venture capital and new industrial concepts. Extension was one of the sponsors.

In the 4 years Extension has been a member of the Delaware state council on industrial financing, 30 projects have been helped. These industries employ 2,000 people with a combined payroll of \$15 million.

Extension workers from throughout the Nation are receiving intensive training in community industrial development. A pilot effort in Arizona for the Western states paved the way for a national Extension industrial development short course. The Farmers Home Administration (FmHA) and the National Association of State Development Agencies joined Extension in arranging, promoting and conducting the course, with national workshops in Colorado and Tennessee.



Government for the People

Local government officials often work on a part-time basis for nominal salaries. However, their jobs are becoming more complex every day as new programs arise, the demand for new services expands, and the trend toward more local decisionmaking grows. Extension is helping these grassroots government workers to do their jobs better.

Until a few years ago, very few states had major programs in Extension education concerned with taxation and government. Today, all states have some major activities in these areas. For example, an Extension staff member with a Georgia area planning and development commission has been successful in working with city and county officials in designing and upgrading budgeting practices.

Extension personnel provided a needed

boost to the fund-raising drive of a county hospital in Texas. The local goal was to raise \$550,000 to match a federal construction grant. The drive wound up with \$750,000 pledged. One factor in this success was an Extension estate planning and taxation training course under the leadership of the county agent. When the participants understood the interplay of gift, inheritance and other business taxes as related to contributions, some donations increased. The early results of this educational experience are measurable in dollars. Other intangible results may be felt in the community for years to come.

A Look to the Future

As it looks to the future, Extension community development is also involved in many pilot projects working with other government agencies, and forming regional rural development centers.

There are Extension community development field workers in 200 multi-county areas, 145 counties (fig. 4), and 102 special project areas (fig. 5). When these are mapped out across the country, people in

more than 70 percent of all counties in the United States have access to an Extension field worker (fig. 6). These workers are supported by more than 375 Extension staff working in community development at the land-grant colleges and universities.

Pilot Projects

Many areas served by Extension are pilot demonstration projects developed under Title V, the research and education component of the Rural Development Act of 1972. All 50 states and Puerto Rico started work in this program area in FY 74. Plans were made and approved by state citizen advisory committees and submitted to the Department of Agriculture for final approval and funding.

A broad range of community problems will be approached through the 3-year pilot programs. Each state will evaluate progress toward planned objectives. The genius of the Title V work is the close interrelationship between research and Extension efforts in addressing problems of the rural community.

Cooperation with Other Agencies

Other special projects are carried out in cooperation with other agencies. These include Extension workers serving in Resource Conservation and Development (RC&D) projects (in cooperation with the Soil Conservation Service (SCS)), Hitch-hike projects (in conjunction with the Department of Labor), and local-state-national cooperative efforts known as Concerted Services in Training and Education (CSTE).

Regional Centers

Individual states now have a helping hand in four regional rural development centers. The directors of the state Extension Services and Experiment Stations have established and are supporting these centers located in Iowa (North Central region), New York (Northeast), Oregon (Western) and Mississippi (Southern). The centers are funded in part by Title V of the Rural Development Act and by the

Hatch Act. All have full-time directors and are active in coordinating and carrying out region-wide Extension and research community development programs.

The Cooperative Spirit

The preceding are just a few of the more than 50,000 stories about how Extension helps people to improve their communities and how it works through pilot projects, regional rural development centers and in cooperation with other agencies.

This, then, is the story of Extension community development as it is continually GOING . . . GROWING . . .

NOTE: The principal source of information for this publication was the report to the Congress pursuant to Title IX, Section 901(d) of the Agricultural Act of 1970—Rural Development Information and Technical Assistance Delivered by Extension in FY 1974.

PHOTO CREDITS: Cooperative Extension Services of Pennsylvania and South Dakota.

Figure 4. Areas Served by Extension Community Development Field Workers

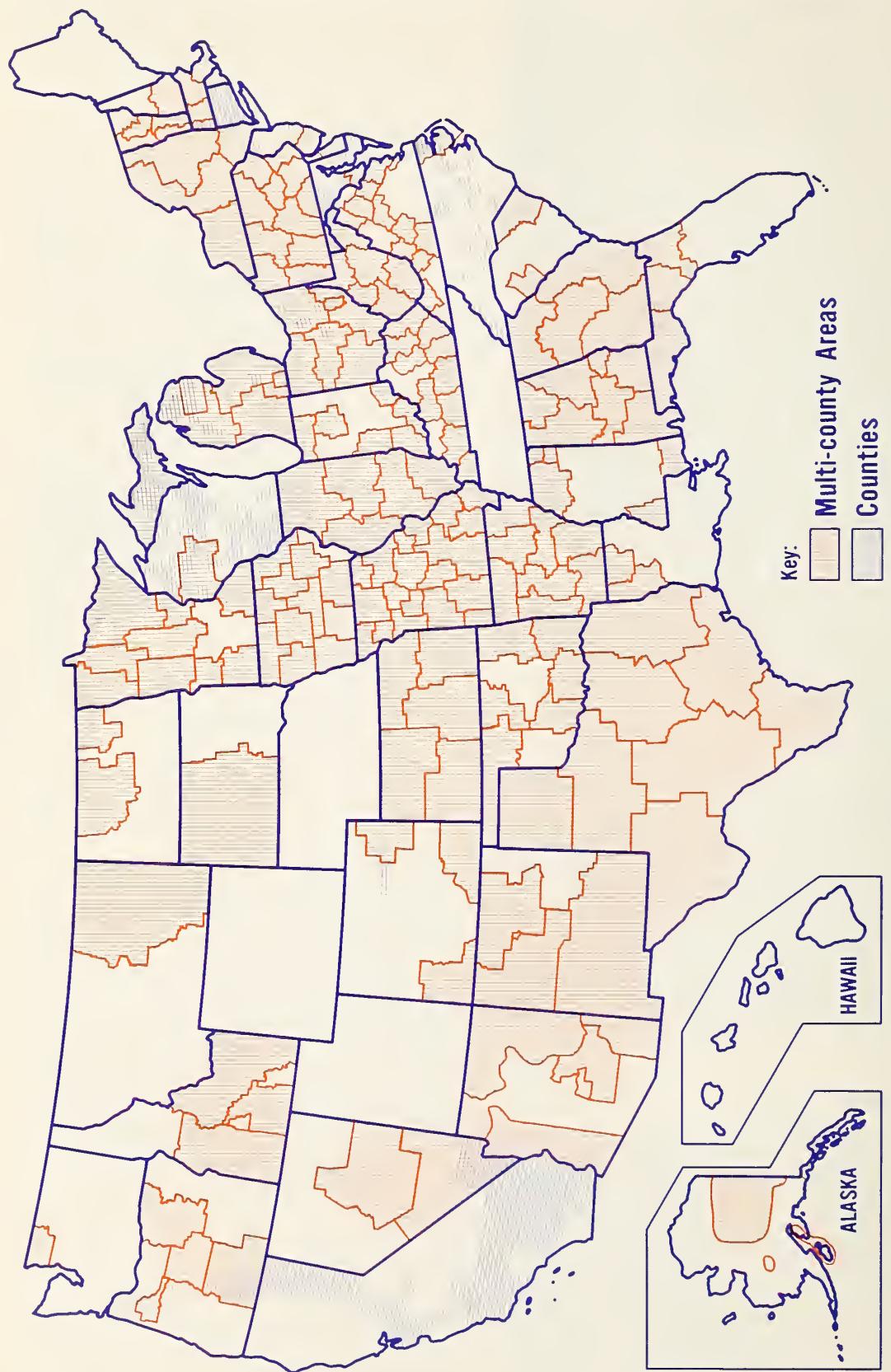


Figure 5. Special Project Areas Served by Extension Community Development Field Workers

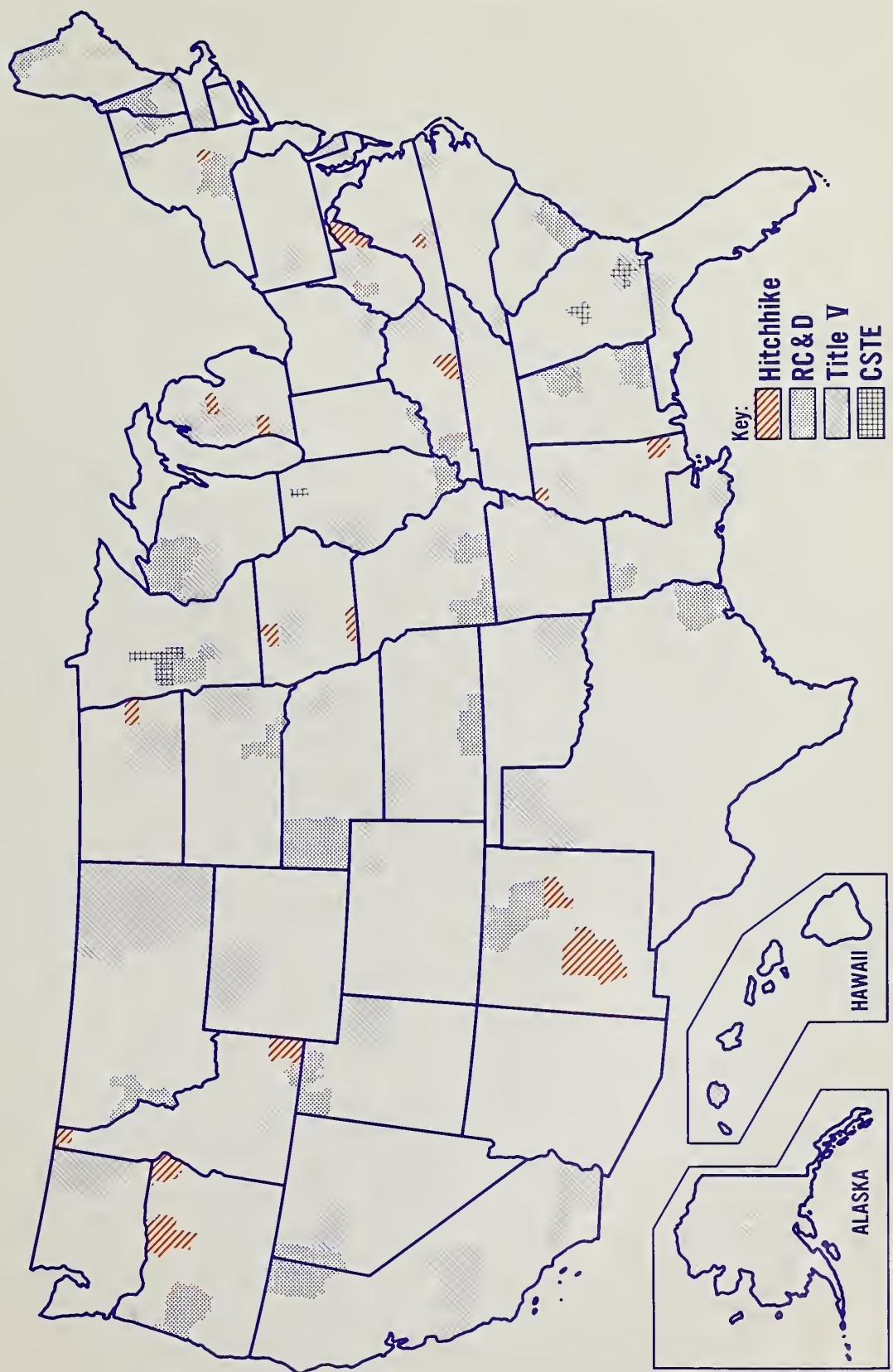


Figure 6. Total Area Served by Extension Community Development
Field Workers

